

FIG. 1

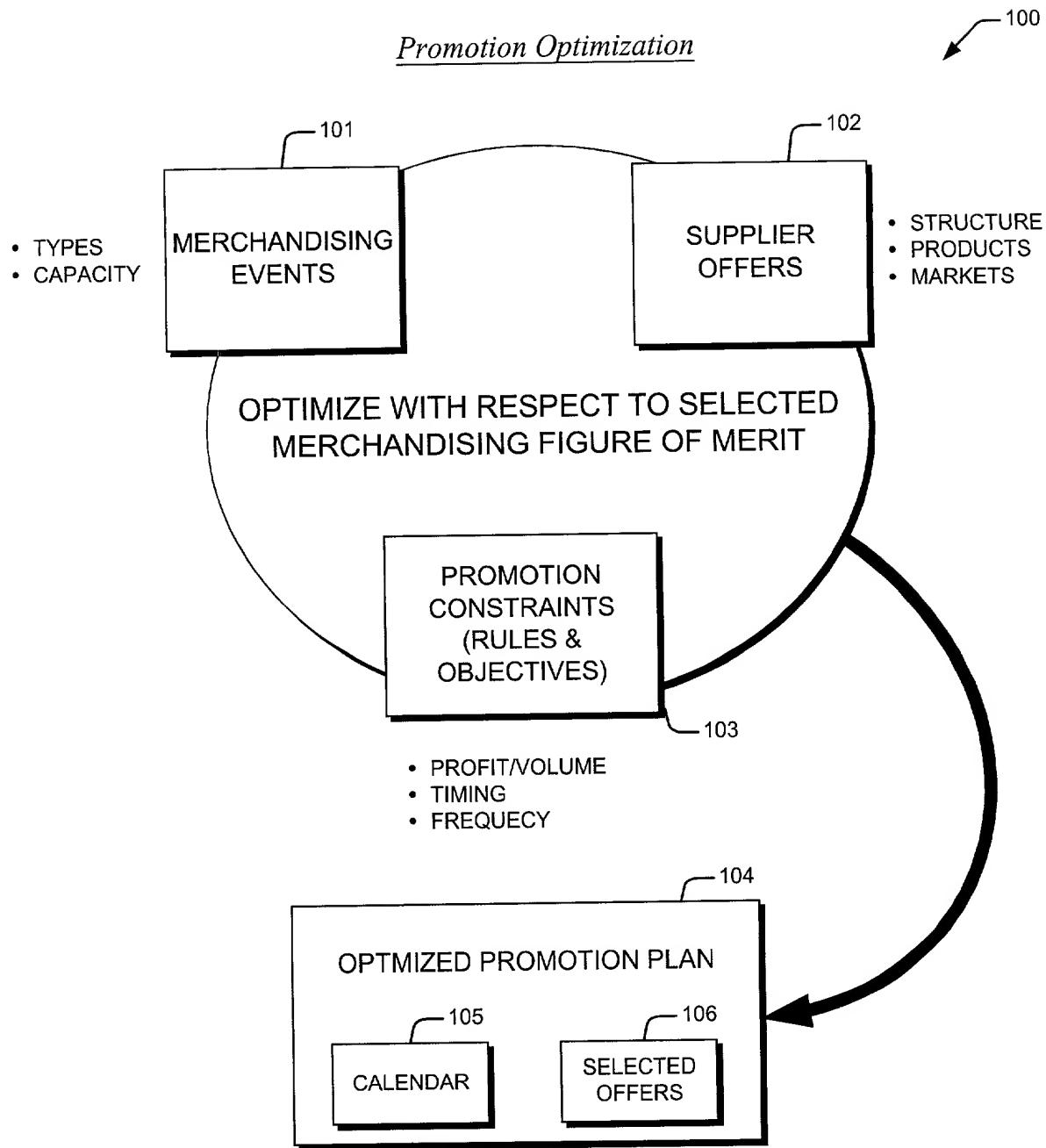


FIG. 2

Apparatus for Merchandise Promotion Optimization

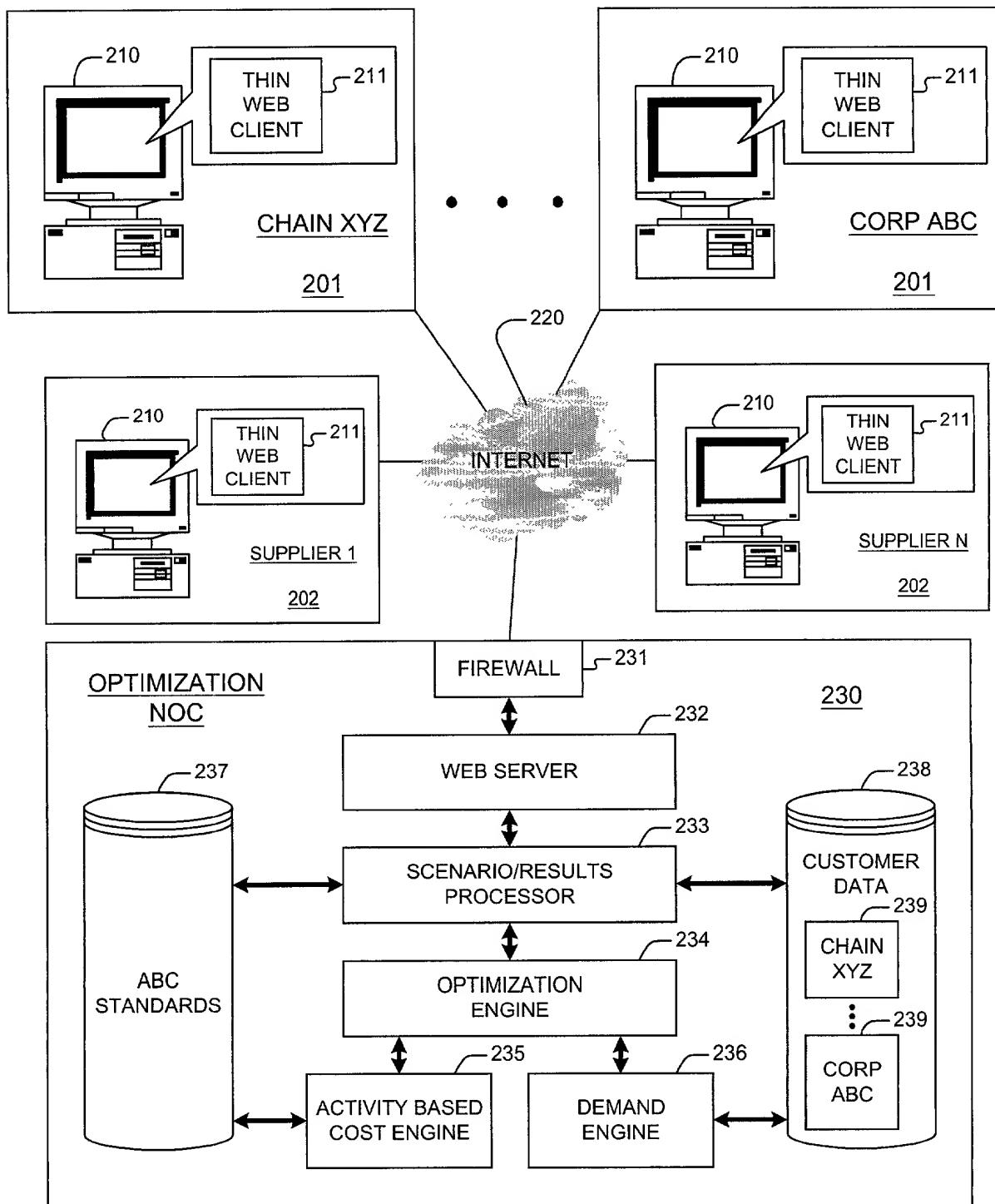


FIG. 3

Optimization Engine Details

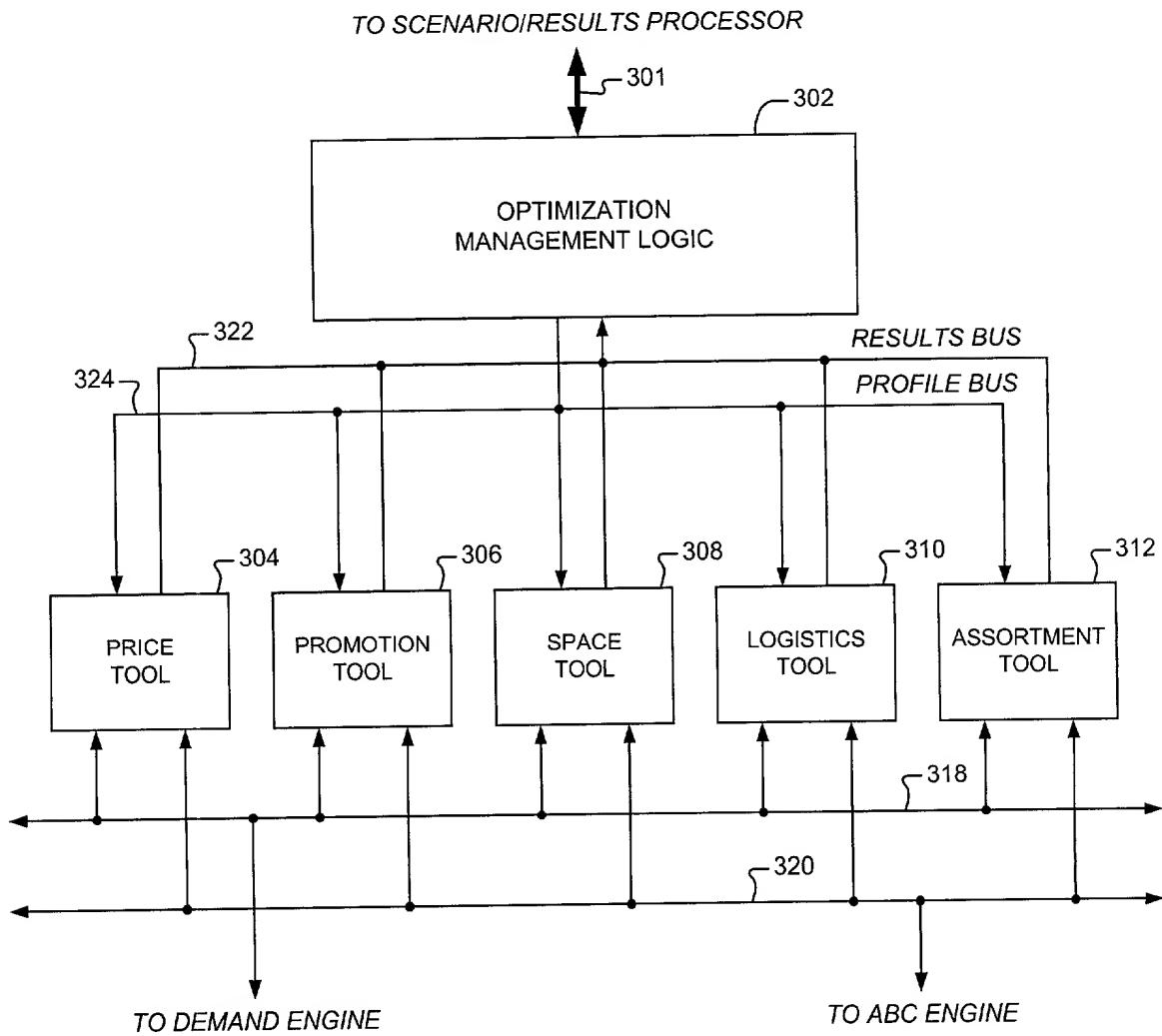


FIG. 4

Scenrio/Results Processor Details

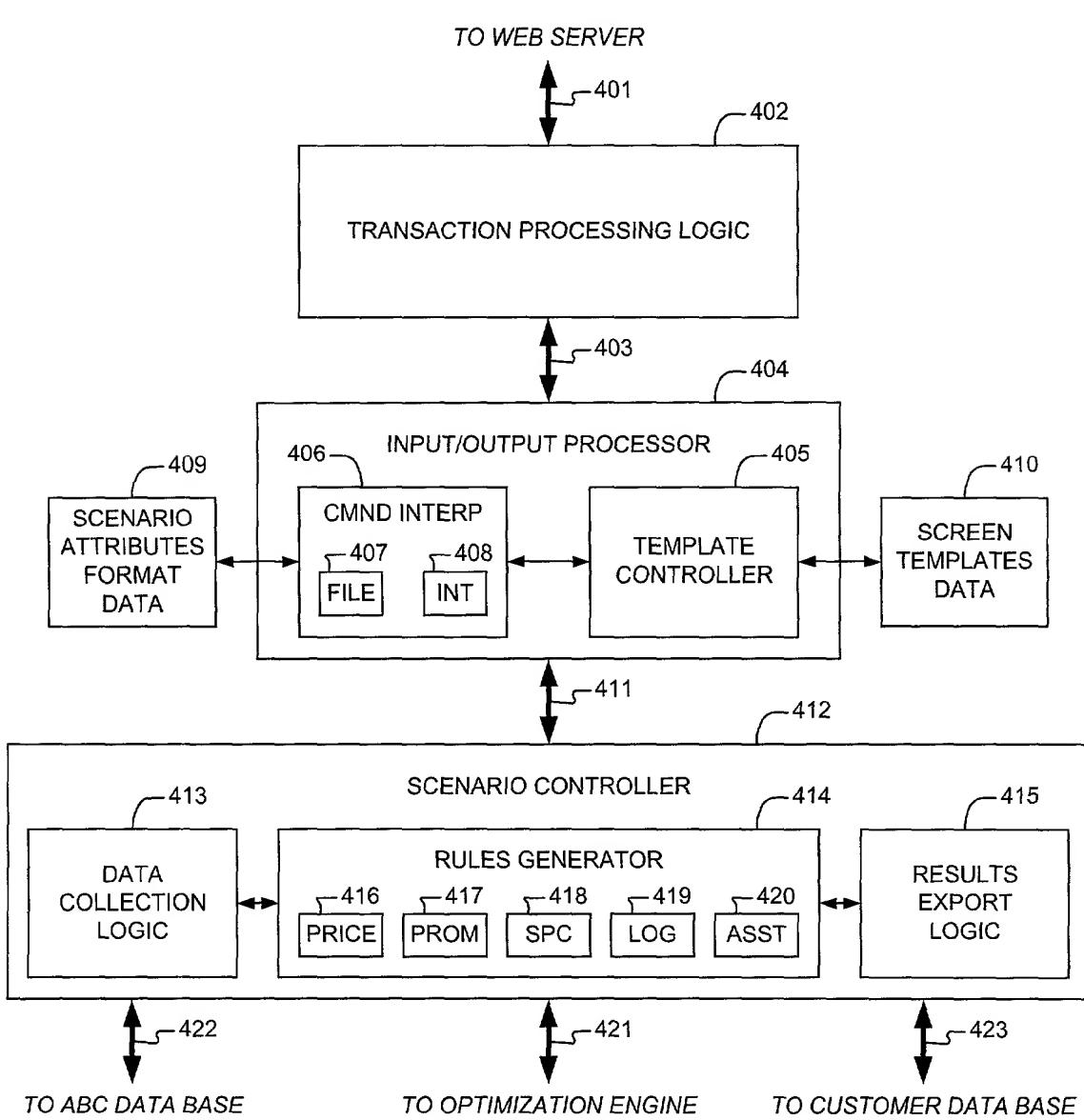


FIG. 5

Method for Optimizing Merchandising Promotion Plan

500

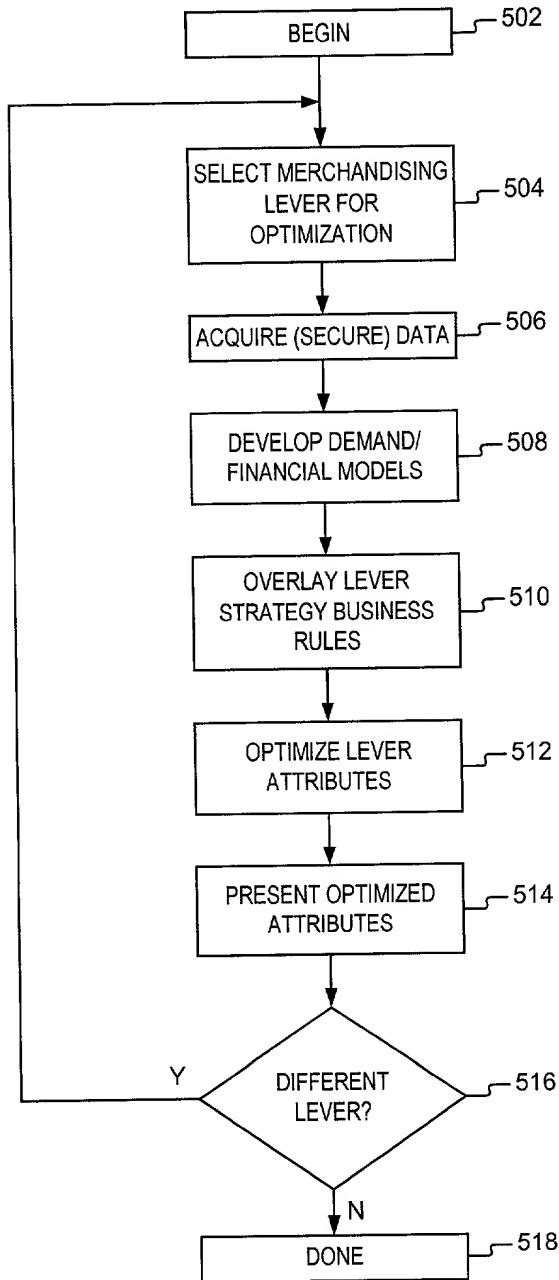


FIG. 6

## Home Navigation Template

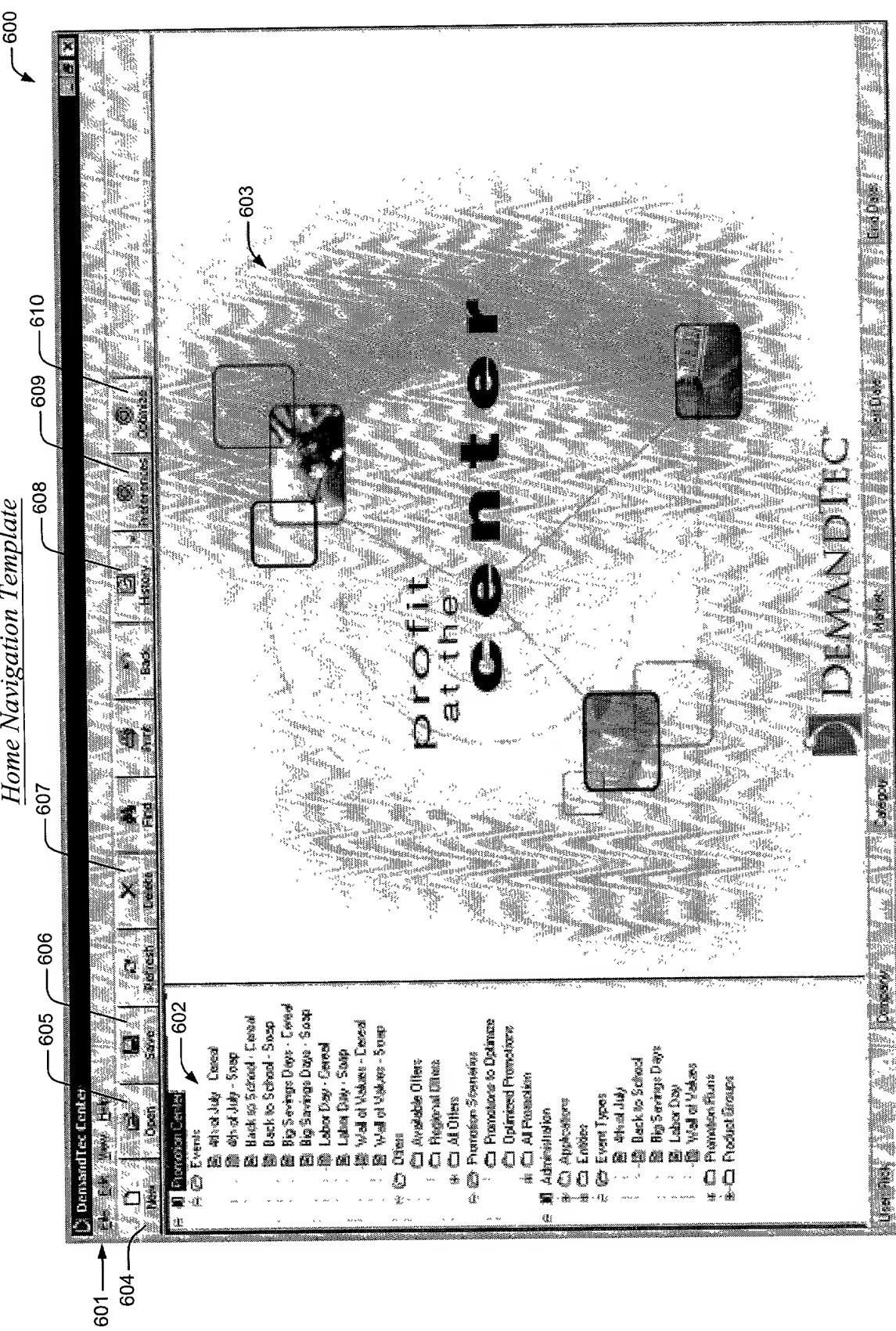
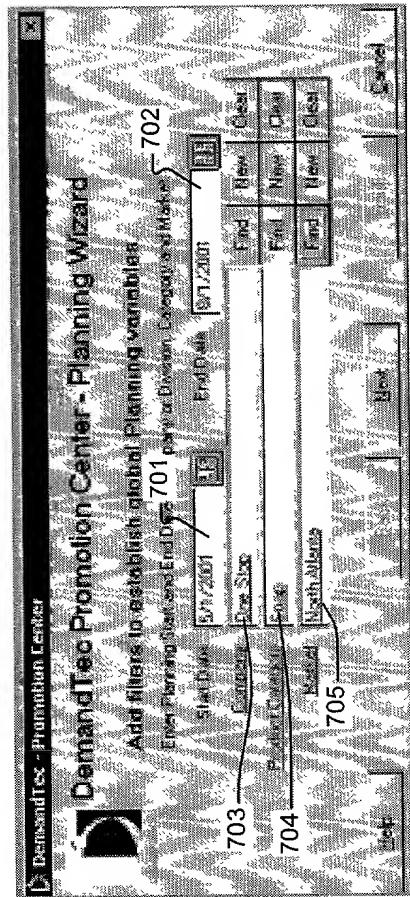


FIG. 7

Preferences Template



700

*Promotion Event Configuration Template*

807 - 808

104

FIG. 8

FIG. 9

Promotion Event Configuration Area

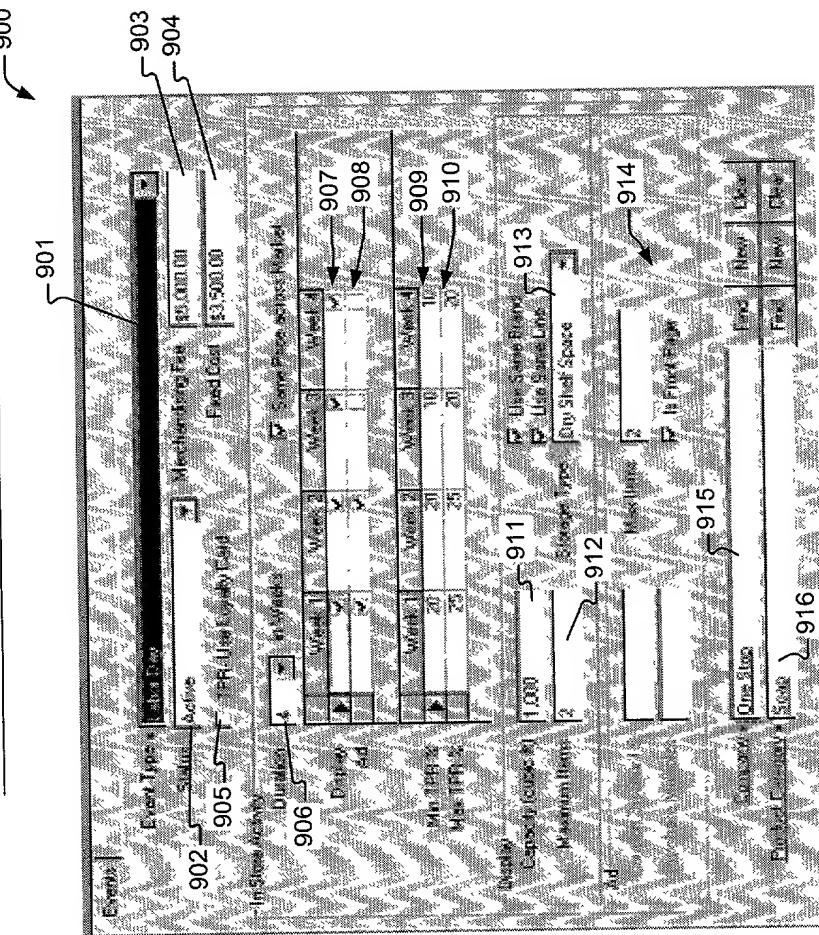


FIG. 10

## Supplier Offer Configuration Template

FIG. 11

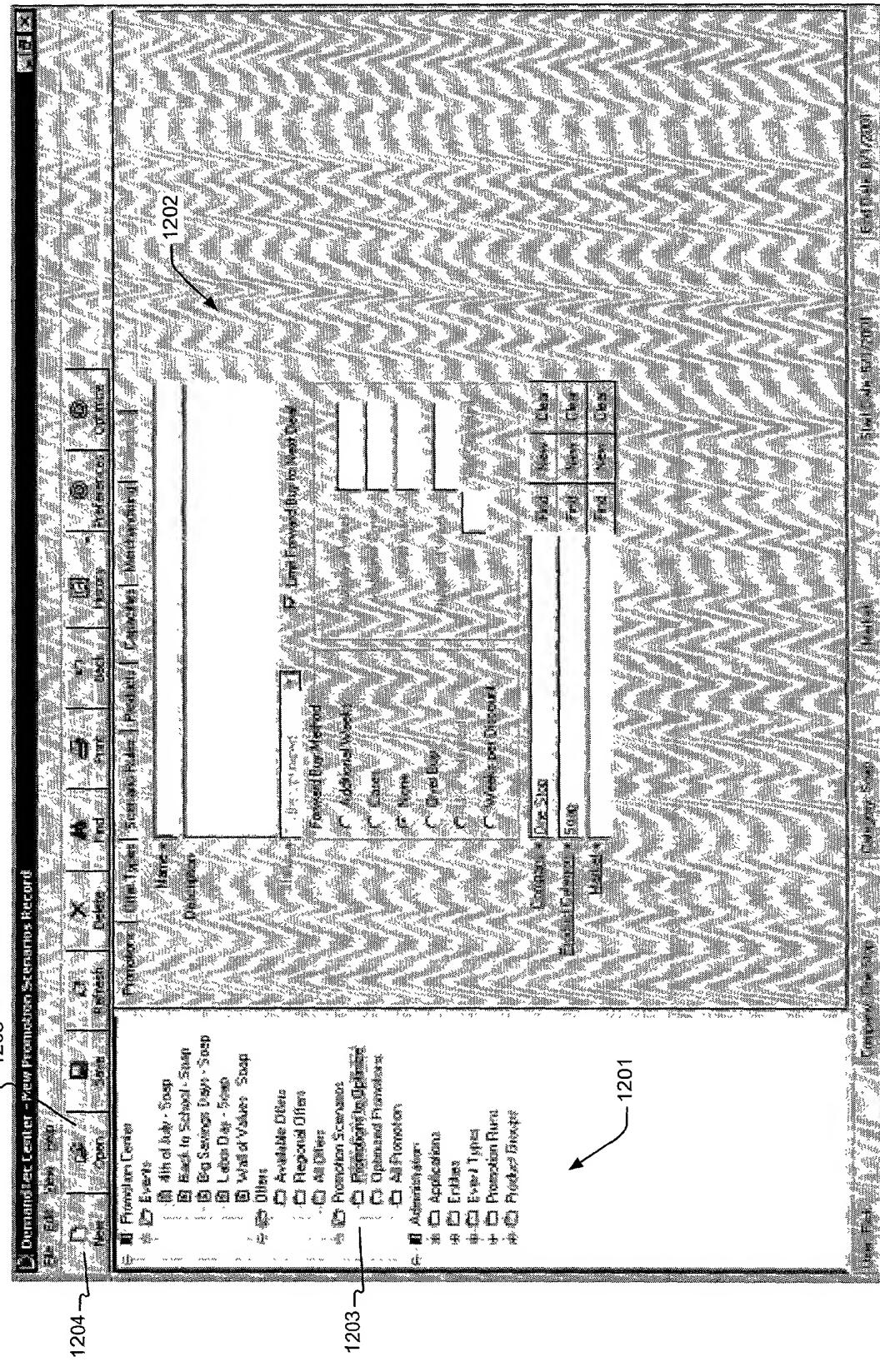
Supplier Offer Configuration Area

1100

Offer	Work Requirements	1101
Requirement	End of Year Offer Out	
Description	1102	
1103	Supplier Description	
1104	Product Description	
1105	Offer Type	Contract Offer
1106	Offer ID	112412
1107	Offer Date	8/1/2011
1108	Offer Price	\$1,200
1109	Offer Price	\$1,200
1110	Offer Price	\$1,200
1111	Offer Price	\$1,200
1112	Offer Price	\$1,200

FIG.12

### Promotion Scenario Configuration Template - Promotions Area



1

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FIG. 13

### Promotions Area

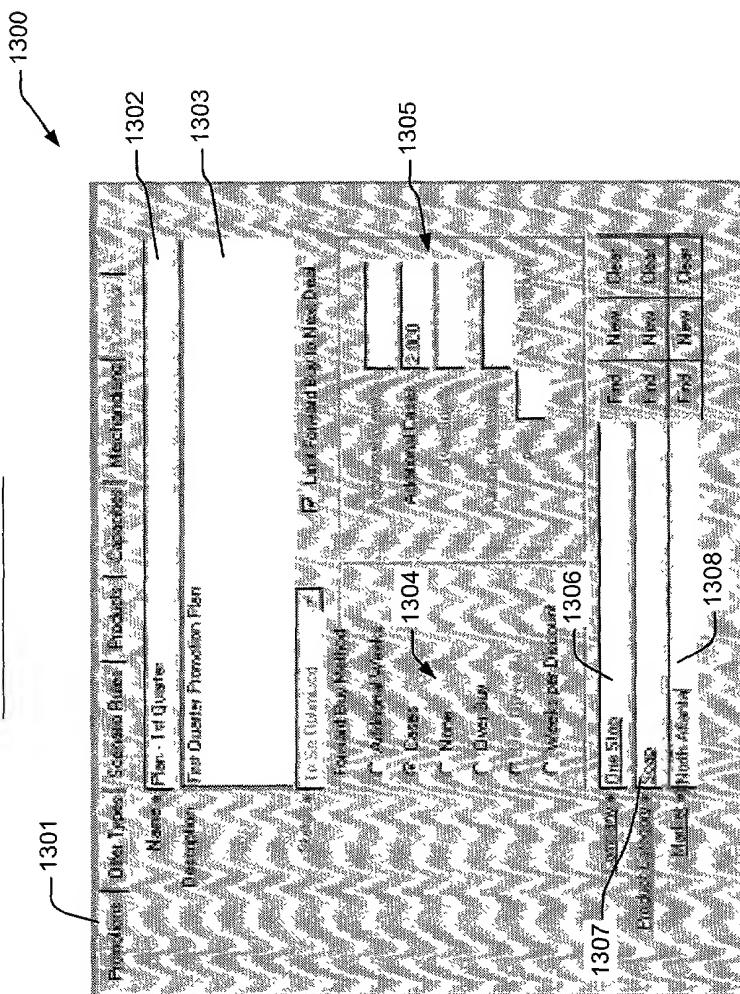


FIG. 14

Offer Types Area

1400

1401

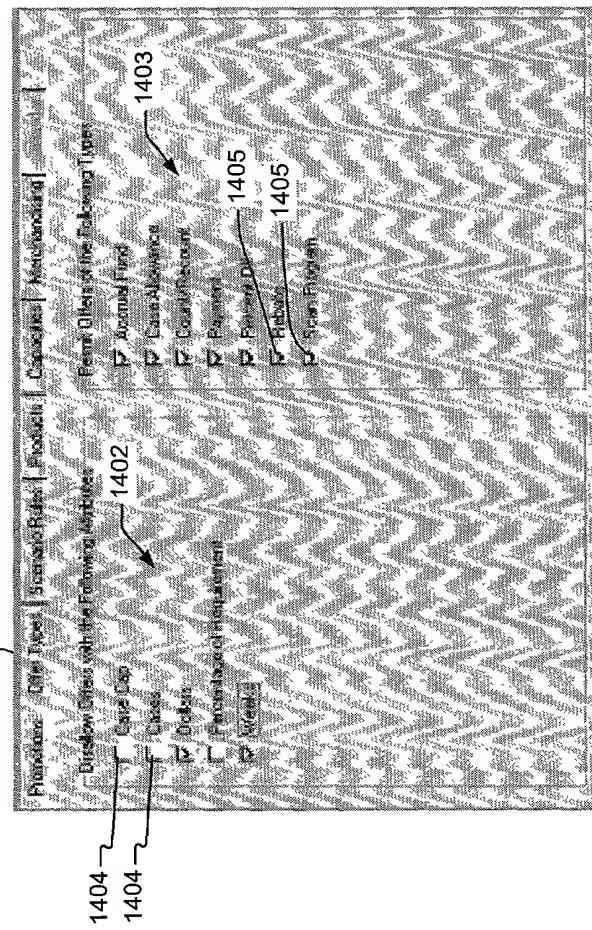




FIG. 17

Products Area

Product ID	Product Name	Description	Category	Manufacture Date	Expiry Date	Stock Level	Stock Date
1701	Product A	Item A	Category A	2023-01-01	2023-12-31	100	2023-01-01
1702	Product B	Item B	Category B	2023-02-01	2023-11-30	150	2023-02-01
1703	Product C	Item C	Category C	2023-03-01	2023-10-31	200	2023-03-01
1704	Product D	Item D	Category D	2023-04-01	2023-09-30	180	2023-04-01
1705	Product E	Item E	Category E	2023-05-01	2023-08-31	120	2023-05-01

FIG. 18

Capacities Area

Employee ID	Employee Name	Department	Capacity Type	Start Date	End Date	Capacity Level	Notes
1801	Employee A	Dept A	Capacity A	2023-01-01	2023-12-31	100	Notes 1
1802	Employee B	Dept B	Capacity B	2023-02-01	2023-11-30	150	Notes 2
1803	Employee C	Dept C	Capacity C	2023-03-01	2023-10-31	200	Notes 3
1804	Employee D	Dept D	Capacity D	2023-04-01	2023-09-30	180	Notes 4

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FIG. 19

Merchandising Area

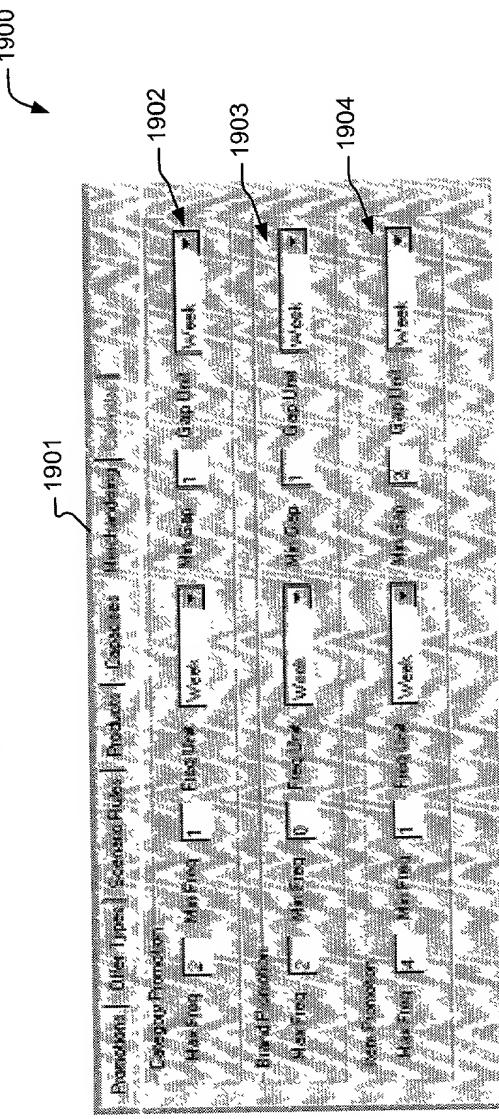
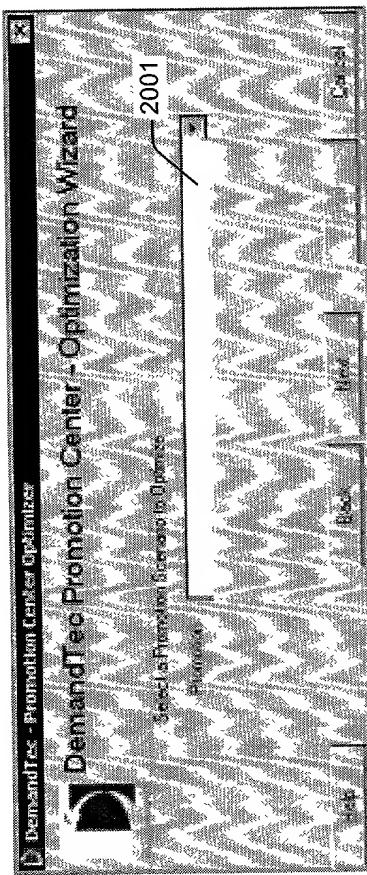


FIG. 20

Optimization Wizard - Promotion Scenario Selection Template

2101-2 → 2000 → 1904 → 1903 → 1902 → 1901 → 1900



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+ FIG. 21

## Results Template - Optimized Calendar Area

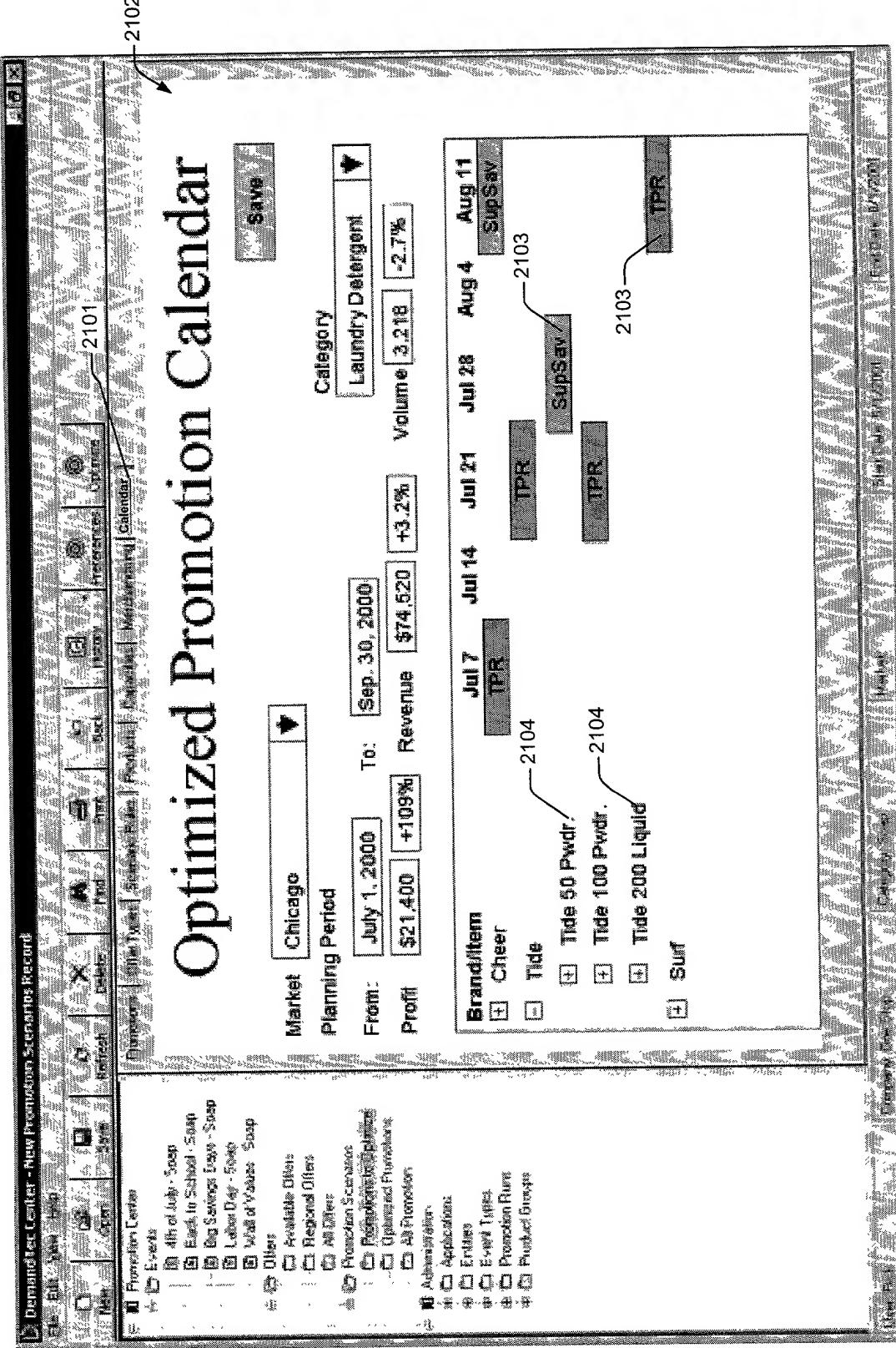


FIG. 22

## Results Template - Event View Window

